

**YOUVILLE**

UNDERSTANDING ADVERTISING | 11-12 YEARS OLD

# **Understanding Advertising Techniques**



**FEDERAL TRADE  
COMMISSION**



# YOUVILLE





WARM-UP

# Ad It Up

Can you think of an ad you remember seeing recently?

What makes an advertisement stick in your mind?





# Understanding Advertisements

- 1** Where are some of the places you see ads?
- 2** How can you tell if something you're seeing is an ad? And why is that important?
- 3** Have you ever considered why some ads stand out to you more than others?



# Advertising Techniques

Advertisers use different techniques to capture your attention, make an ad memorable, or persuade you to do something. Some of these techniques include:



Association  
and hype



Testimonials and  
endorsements



Emotional and  
sense appeal



Urgency



Repetition



# Identify the Advertising Technique

“GoZoom Sneakers, the fastest shoes on the block! GoZoom, Zoom, Zoom! Race with GoZoom Sneakers. Because everyone needs a GoZoom, Zoom, Zoom in their life!”

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# Identify the Advertising Technique

“Do you wanna be awesome? Everyone at Youville Upper Elementary is playing with the MerriBoard game! Don't miss out on the fun! Join your friends and get the game today!”

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# Identify the Advertising Technique

Jack, the top student at Youville Elementary School, can't say enough about his new learning gadget, the YoubiePad Educational Tablet: "With YoubiePad, I have fun while learning new things. It's my study partner!" Be like Jack! Start your adventure with the YoubiePad today!

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# Identify the Advertising Technique

“All new CrunchoCheese Mini Pizzas. The crust, sauce, and toppings are all made with cheesy goodness for an extra-filling, delightful snack experience. Fuel up for after-school fun with CrunchoCheese Mini Pizzas.”

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# Identify the Advertising Technique



Embark on an epic journey in the latest adventure — Youbie Monstery! Battle monsters, solve riddles, and save the mysterious world. Can't wait to play? Hit Download Now to start your quest immediately. You have 24 hours before this offer disappears! Are you ready for the adventure?



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MINI LESSON

# Hidden Ads

Some ads might not look like ads at first



Unboxing  
videos



Use of  
influencers

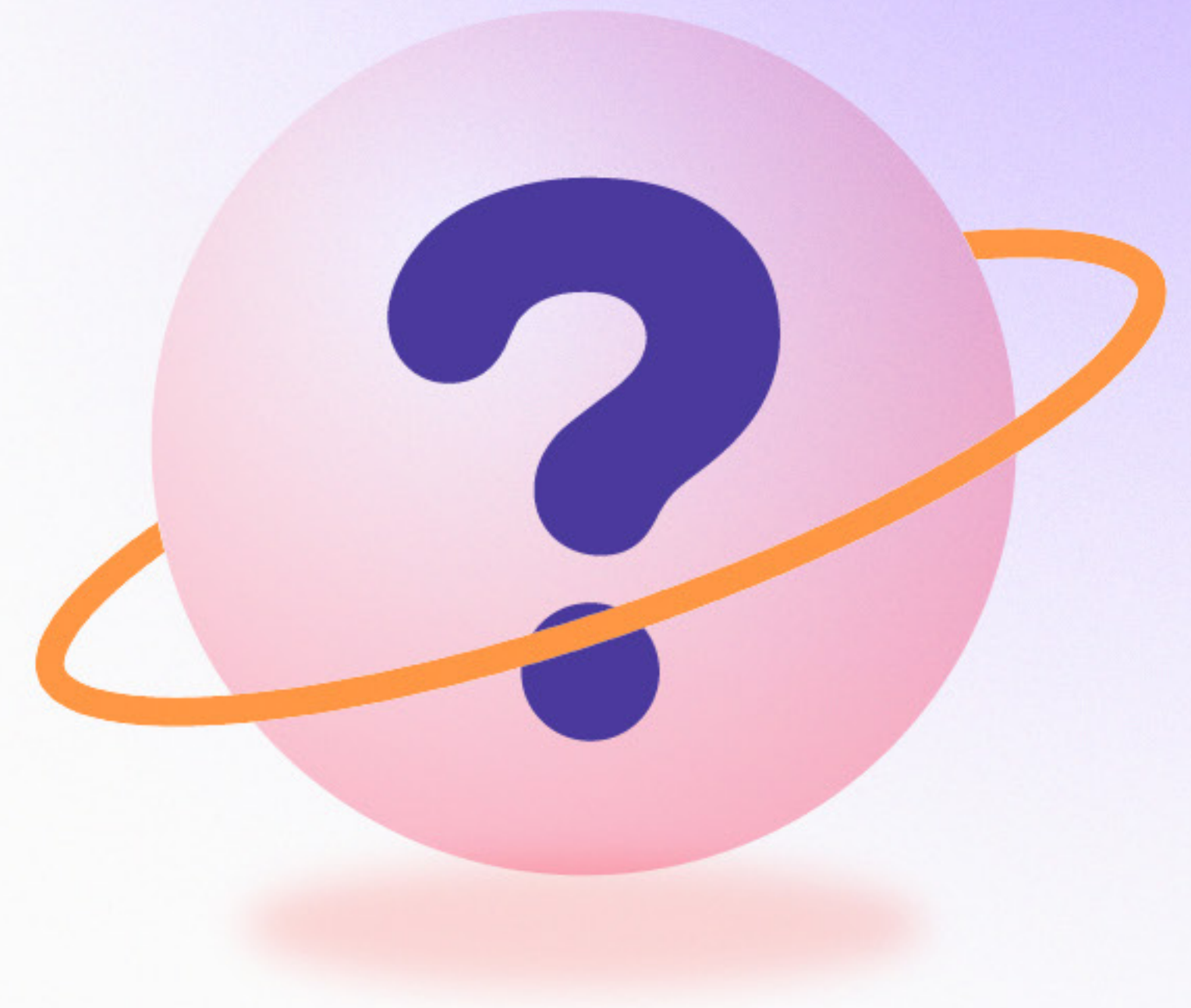


Ads in  
video games



# Questions You Can Ask To Help Spot Ads

- 1 **WHO** is responsible for this message?
- 2 **WHAT** is this message actually saying?
- 3 **WHAT** does this message want me to do?





CHALLENGE ACTIVITY

# Ad Detective





# Ad Detective

**The Youville Detective Agency has a bunch of new cases.**

The Claud is plastering the town with ads — in games, videos, texts, and direct messages, and on social media sites.

Help the Youville detectives find clues to determine which advertising techniques each ad uses.





# Ad Detective

## Association and Hype

- Advertisers make it seem like everyone uses their product, so you should too, or you'll miss out.

## Testimonials and Endorsements

- Someone — often a celebrity, influencer, athlete, or someone respected by the target audience — says they use, endorse, or promote a product or service. They suggest that if they use it, you should use it too.

## Emotional and Sense Appeal

- Advertisers tap into your feelings — like happiness, sadness, fear, excitement, or hunger — to get you to respond to the ad, and influence your decisions about a product or service.

## Urgency

- Statements that are designed to get an immediate response or encourage an immediate action.

## Repetition

- An idea or message that's repeated over and over so you're more likely to remember it.



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With your group, walk through each numbered case. Identify which advertising techniques are being used and how you know.

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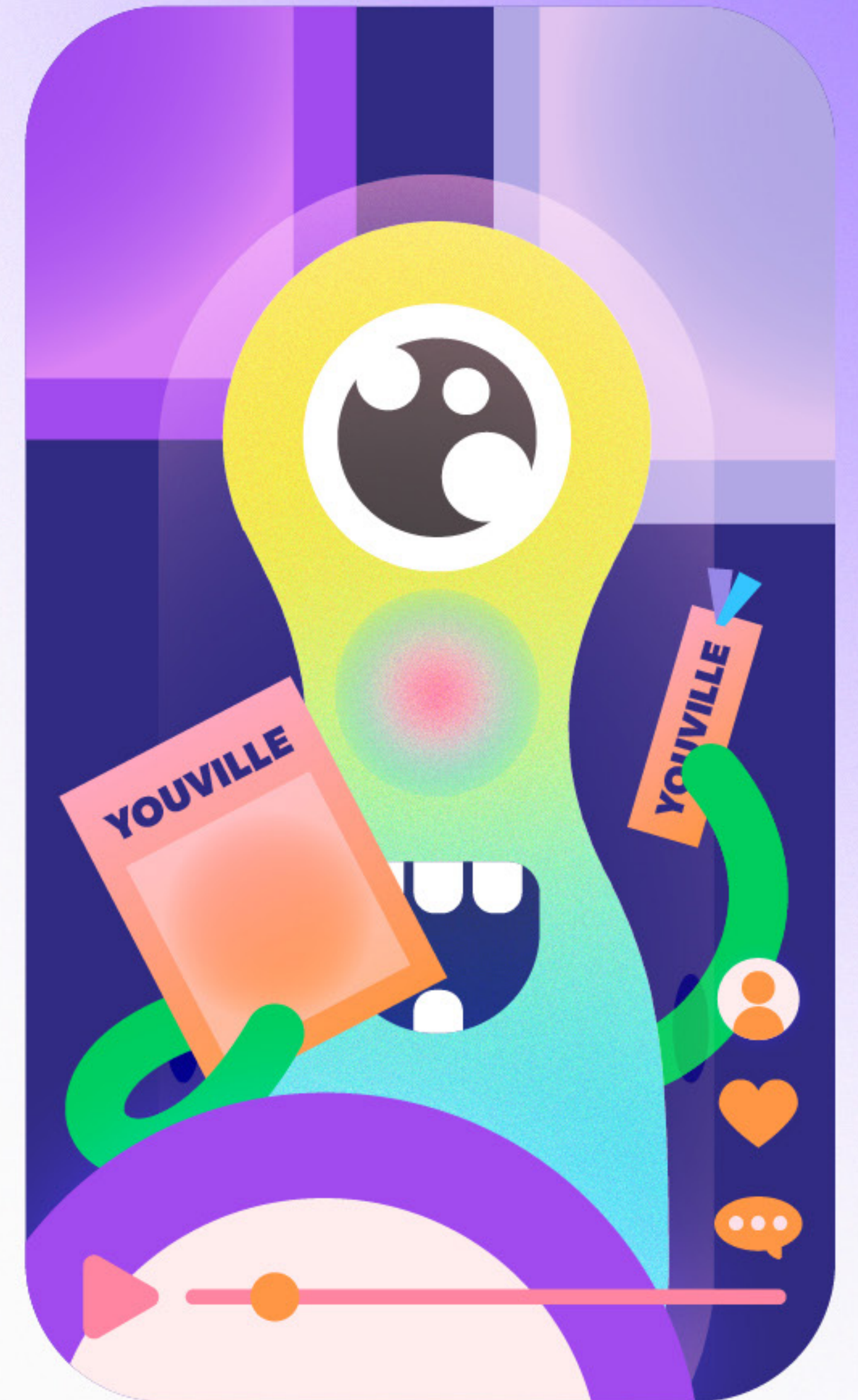
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WRAP-UP

# Thinking Outside the UNBox

Looking at the ad techniques we've just discussed, which one do you find most convincing, and why?





# Good Job!

Looks like the Youbies identified The Claud's advertising techniques.

The Claud has moved on to another part of Youville.

